

My ad manager stinks!

Yes, he gets my ads written in time to meet closing dates (barely!).
Sure, he sees to all the "details" that are part of getting ads placed properly.
BUT...

I ask for an ad that lets the public know I will beat or match the best prices in the Screenprinted Sportswear Industry.
He gives me a phrase like "competitively priced".

I want him to tell folks about our excellent record with time-critical deliveries.
His copy reads "Fast service".

I want him to assure people that no one, no where prints t-shirts better.
All he can come up with is "fine quality".

I tell him he's dull...
He tells me I don't know squat about advertising.

YOU BE THE JUDGE...

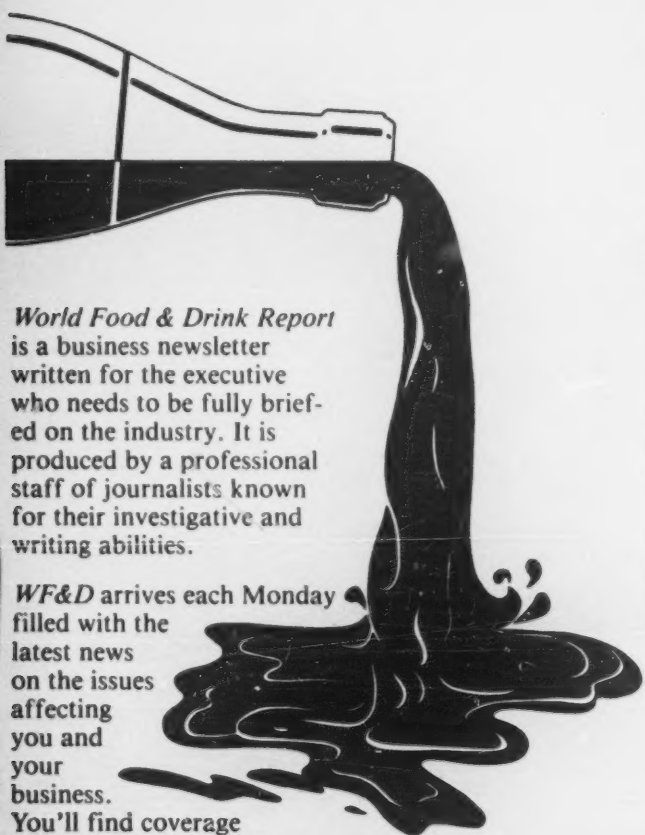
Call me at 1-800-241-1052 or write me and tell me if I'm the one who is crazy or if I should fire the smart-ass college kid!
By the way, let me send you our free color catalog at the same time.

signed—THE PREZ.

THE T-SHIRT INC.
1200 MENLO DRIVE
ATLANTA, GEORGIA 30318
404 521-1040 TEL 404 521-1040 FAX 404 521-1040

Where America goes for Promotional Clothes

World FOOD & DRINK REPORT



World Food & Drink Report is a business newsletter written for the executive who needs to be fully briefed on the industry. It is produced by a professional staff of journalists known for their investigative and writing abilities.

WF&D arrives each Monday filled with the latest news on the issues affecting you and your business. You'll find coverage about new products, new markets, corporate strategies, advertising trends, and features on the movers and shakers in the industry.

Our subscribers represent the largest corporations in the world. To receive a sample or subscribe call Carol at 202-638-4260.

KING COMMUNICATIONS GROUP, INC.
915 15TH STREET N.W. SUITE 400
WASHINGTON, D.C. 20005
202-638-4260

Brewers

(Continued from Page S-6)

White Mountain, I.C. and La-Croix show how brewers successfully have latched onto the wine industry's trend.

In the past, brewers tried to promote malt-based coolers—Pittsburgh Brewing tried Hopp 'N Gator and Anheuser-Busch brewed Chelsea—and failed.

Champale, a flavored malt-li-

quor, could be considered the original malt cooler, but has never been marketed in that category. However, last spring Trenton, N.J.-based Champale Inc. introduced Champale coolers in four fruit flavors. North Castle Partners, Greenwich, Conn., handles.

Adolph Coors Co., Golden, Colo., suspended testing of its Colorado Chiller malt-based cooler in October, 1985. Some observers say the product failed

because it tasted too much like beer. A Coors spokeswoman says the company stopped the tests when there was a seasonal downturn in the cooler market, but Coors continues to examine the market.

More brewers are likely to jump into the cooler category. "I expect every major brewer has a cooler or one in the making—you just haven't seen them yet," Pittsburgh Brewing's Mr. La-Londe says.

Coolers

(Continued from Page S-1)

pared the number of cooler brands they stock, often carrying only the top five or six and perhaps a couple of regional or specialized brands like Franzia's white zinfandel real wine cooler.

The cooler shakeout, as such, began in earnest early this summer. "Basically, there was a shake-out as soon as [retailers] made the decision that there's only so much room on the shelves and retailers can only give so much space," says Dan Hughes, corporate alcoholic beverage merchandiser for Safeway Stores, Oakland, Cal. Safeway closed out several brands this summer, Mr. Hughes says, including Citronet from Heublein Wines and Dubonnet Splash from Schenley Distillers. "Based on all the close-outs and what they've been doing," he says, "next summer will be even bigger [more volume] than this one."

Next summer is on everyone's mind, but nobody knows just how big is bigger. What cooler marketers and industry experts do know, however, is that coolers

probably will not peak as a category for another few years.

"The category has grown and matured to the point now where the trade has accepted the category as being very important," Canandaigua's Mr. Huntington says. "They have greatly increased the space allocated [to coolers] on the shelves and in the cold boxes and in the floor display space, and they've also become very selective in terms of the brands they carry."

Retailers also have accepted coolers as a product that sells after Labor Day and before Memorial Day. Although cooler sales drop during the colder months—1985 sales in nonsummer months were about 30% to 40% of the summer peak—the seasonality curve has been flattening out from year to year. This year, offseason sales are expected to be about 40% to 50% of peak sales. Beer sales during the winter, in comparison, are about 75% of summer sales.

Mr. Huntington sees a lot of activity next year, with much brand switching by consumers. "The stakes are getting so damn large and the category hasn't matured yet and consumer brand

preferences haven't settled," he says. "It's still a very fluid market in terms of the consumer's willingness to experiment and try other brands. I don't expect the category to mature next year, but how high is up is a guessing game for all of us."

Adds Mr. Fredrikson: "The growth rate has to slow, but I think the category is going to continue to grow and be a significant factor. We can't lose sight that this is a beer/adult soft drink-type product that can only be measured in terms of the 5.7 billion gallon beer market or the 11 billion gallon soft drink market. So getting up into the quarter-billion-gallon range is nothing, that would only be 5% of the beer market."

Associate editor Pat Gray Thomas coordinated this report on Wine and Beer Marketing.

Coming

Next week **ADVERTISING AGE's Special Report** will focus on **Grocery Marketing**.

MARKET PENETRATION

New Hampshire

TIMES

324 Commercial Street
Manchester, NH 03101
(603) 622-8787
NH Toll Free 1-800-852-3363

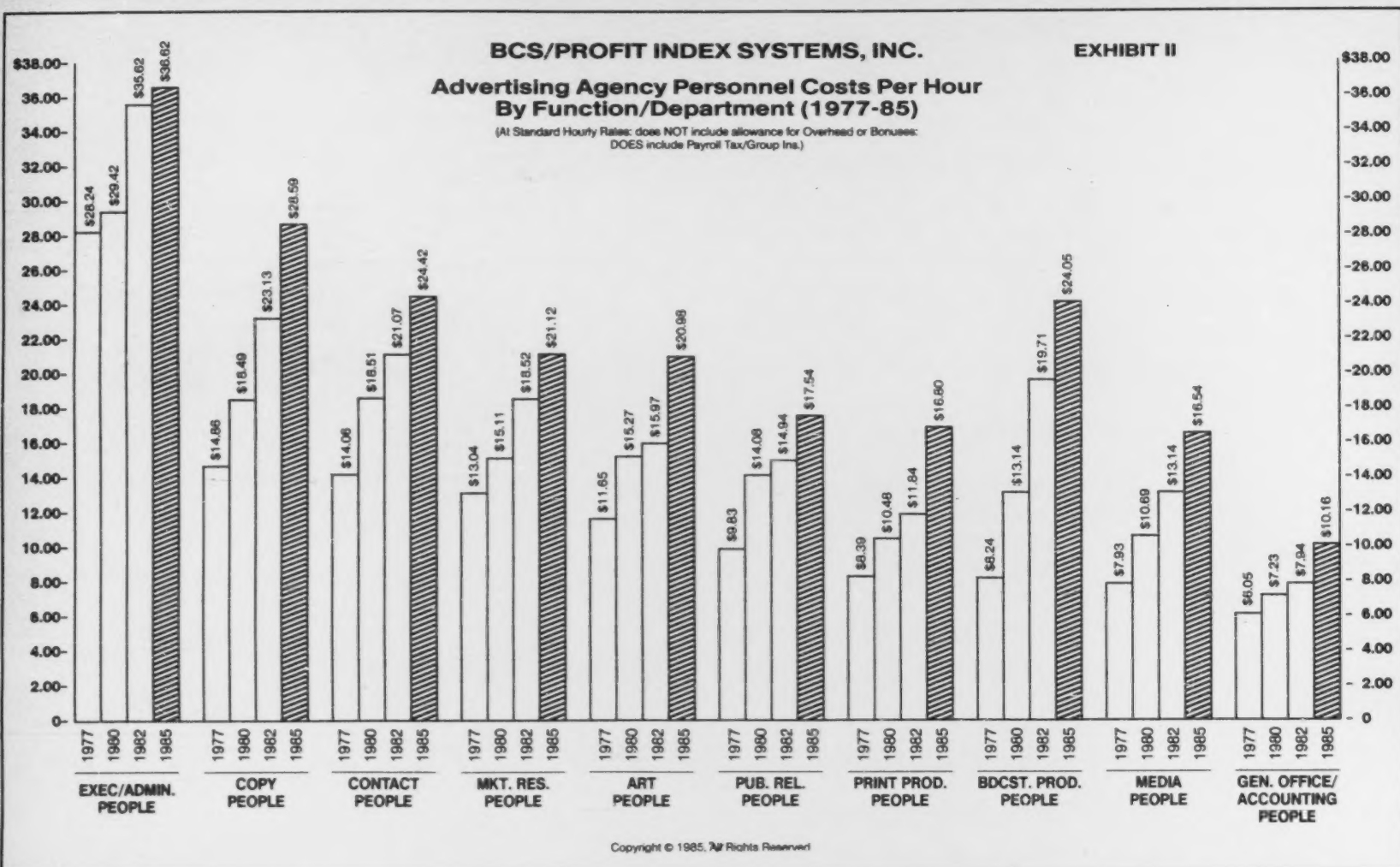
Don't be stonewalled. Why settle for 51% of your foot in the door with five local dailies when you can walk right into all 282,000 homes once a week — with *New Hampshire Times*? Now you can burst onto the scene with 100% of the state's four most affluent counties.

Buy it all and we'll deliver you a Top 50 market — 75% of the state of New Hampshire. Or target any of several zoned markets — Manchester, Nashua, the Seacoast, Hillsbo-

rough, Merrimack, Rockingham, and Strafford Counties — for just the reach you need.

What's more, the *Times* is a very welcome household addition... with four-color cover and interior sections plus hard-hitting reportage, delivered promptly every Wednesday. It's a high-quality news vehicle with absolutely total market coverage.

Get with the *Times*... and nothing will stand between you and one of the nation's most explosive markets



Smaller shop payroll costs double

By STEWART ALTER

Direct hourly payroll costs in the average small-to-mid-size agency just about doubled between 1977 and 1985, according to an analysis by a company that specializes in advertising agency computer and cost-accounting systems.

BCS/Profit Index Systems,

which drew information from its database covering 113 agencies nationwide, said the increase was in line with inflation. The agencies, only 13 of which are in New York, include shops with billings between \$10 million and \$100 million.

Average direct client per-hour cost, the study showed, rose to \$21.28 in 1985 from \$11.60 in 1977.

"If you look at the increase in hourly salary costs, by departments, over the past few years, you get a handle on agency profit problems that very few agency clients understand," said H.E. McDonald, vp of Anaheim, Cal.-based BCS/PIS.

"From a client standpoint, the costs of media space and time and production have gone up. So, in

raw dollars, agency gross income from commissions also has increased."

The BCS/PIS figures look at salary costs, broken out on an hourly basis, by different functions and departments within an agency. The hourly rate figures quoted do not include allowance for overhead or bonuses, but do include payroll tax and group insurance.

The largest average increases are in the creative areas—copy and art, and broadcast and print production.

Hourly salary cost figures from 1977 and 1985 show a 191.9% increase for broadcast production to \$24.05, a 100.2% boost for print production to \$16.80, a 92.4% rise for copy to \$28.59 and an 80.1% increase for art to \$20.98.

Media salary increase also rose substantially, by 108.6% to \$16.54 an hour. Other departmental hourly salary cost increases came to 78.4% for pr to \$17.54, 73.7% for contact people (account service) to \$24.42, 67.9% for general office/accounting to \$10.16, 61.9% for market research to \$21.12, and 29.7% for executive/administrative to \$36.62.

If the 1977 weighted grand total hourly salary cost of \$11.62 is adjusted just by inflation, via the Consumer Price Index, it would come to \$20.49 in 1985. That "agrees almost to the penny" with the \$20.51 1985 weighted grand total average hourly cost, covering all functions and all departments, which the BCS/PIS study produced, said Mr. McDonald.

Few withhold free-lance tax payments

MILWAUKEE—The vast majority of advertising agencies who contract for free-lance talent and artists do not withhold federal income tax, Social Security or state income tax and do not make unemployment compensation payments, according to a nationwide study conducted by Marquette University.

The study's conclusions will be used as evidence in an investigation by the Internal Revenue Service and the Wisconsin Unemployment Compensation Board that seeks to determine whether free-lance workers should be considered employees or independent contractors.

The case involves the free-lance hiring practices of Pyramid Pictures, a production company with offices in Milwaukee and Hollywood. After an unemployment compensation audit, the state determined that Pyramid's free lancers were employees, and the company was told to make back tax payments. Pyramid maintains that treating free lancers as independent contractors is a standard practice.

The Marquette study, commissioned by the Milwaukee Assn. of Advertising Agencies, found that 92% of the 526 agencies questioned do not withhold federal income taxes or Social Security from free lancers.

affluent



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WORLD PRESS REVIEW
MEDIA AND VIEWS FROM THE FOREIGN PRESS

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(212) 697-4162

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Hollywood legends have brought sales success to selected advertisers and manufacturers such as Arby's, Ford, Max Factor, Frito-Lay, Hallmark Cards, Hersheys Foods, Limited Express Stores, Republic Airlines, Sears Optical, Scudder Funds, Toyota, Tyson Foods, Velamints and many others. Exclusive licenses to use these unique characters' names, voices and likenesses—via animation, film clips, illustration, lookalikes, photos and sound-alikes—available for ad campaigns and merchandising only from:



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9777 WILSHIRE BOULEVARD, SUITE 815
BEVERLY HILLS, CALIFORNIA 90212-1908
TELEPHONE: 213-276-7000 • TELEX: 288793 (RRA)

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Newspaper Advertising SAU Inches in the MRCS

July 1986
vs. July 1985

	1986		1985	
	Full Run	Part Run	Full Run	Part Run
AKRON, OH				
Beacon Journal (E)	90 445	---	86 684	---
Beacon Journal (S)	50 221	---	52 772	---
Grand Total	140 666	---	139 456	---

NOTE: Part run figures not available

ALLENSTOWN, PA				
Call (M)	138 525	---	---	---
Call (S)	45 486	---	---	---
Grand Total	204 011	---	---	---

NOTE: Part run figures and 1985 figures not available

ATLANTA, GA				
Constitution (M)	151 663	60 082	163 340	36 780
Journal (E)	160 159	61 652	177 068	43 275
Journal & Constitution (S)	99 638	43 026	107 683	41 076
Journal & Constitution (Sat)	41 728	100	37 235	---
Grand Total	453 188	164 860	485 326	121 131

NOTE: Constitution Morning and Journal Evening published five days a week only

BALTIMORE, MD				
Sun (M)	130 525	4 067	105 714	1 689
Sun (E)	125 171	4 067	86 782	1 689
Sun (S)	115 944	24 120	114 713	16 907
Grand Total	371 640	32 254	307 209	20 285

BERGEN COUNTY, NJ				
Record (E)	145 094	22 490	131 264	25 594
Record (S)	102 341	25 088	96 179	15 643
Grand Total	247 435	47 578	227 443	41 237

NOTE: Record Evening published five days a week only

BOSTON, MA				
Herald (M)	65 863	---	43 429	---
Herald (S)	14 111	20 155	14 120	17 147
Globe (M)	124 728	13 840	112 577	6 767
Globe (S)	161 067	16 240	129 011	14 150
Grand Total	365 769	50 235	299 137	38 064

BUFFALO, NY				
News (AD)	103 827	17 386	101 574	18 728
News (S)	55 361	10 303	55 204	7 593
Grand Total	159 188	27 689	156 778	26 321

CAMDEN, NJ				
Courier-Post (E)	116 419	19 586	100 927	13 775
Courier-Post (S)	47 933	8 714	46 443	2 230
Grand Total	164 352	28 300	147 370	16 005

CHARLOTTE, NC				
News (E)	---	---	68 538	---
Observer (M)	116 801	---	113 933	---
Observer (S)	59 509	---	55 447	---
Grand Total	176 310	---	237 918	---

NOTE: News Evening ceased publication November 1, 1985. Part run figures not available

CHICAGO, IL				
Sun-Times (M)	127 964	75 020	114 571	77 135
Sun-Times (S)	45 939	18 835	43 438	23 068
Tribune (M)	136 963	147 818	137 079	211 237
Tribune (S)	123 207	98 231	132 048	80 137
Grand Total	434 073	339 904	427 136	391 577

NOTE: Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 6:30-8:30 to 8:30-10:30. Tribune All Day changed to Morning publication effective August 19, 1985

CINCINNATI, OH				
Enquirer (M)	159 014	4 973	145 466	8 123
Enquirer (S)	100 928	10 949	91 313	6 672
Post (E)	72 428	11 022	68 402	17 674
Grand Total	332 370	26 944	305 181	32 469

CLEVELAND, OH				
Plain Dealer (M)	133 601	33 946	121 720	29 422
Plain Dealer (S)	81 755	3 149	81 563	5 499
Grand Total	215 356	37 095	203 283	34 921

DALLAS, TX				
News (M)	273 446	12 830	283 346	11 956
News (S)	132 772	4 816	150 830	6 995
Times-Herald (AD)	208 422	31 053	239 170	23 509
Times-Herald (S)	96 925	9 563	111 124	7 429
Grand Total	711 565	58 262	784 710	49 889

DENVER, CO				
Rocky Mt. News (M)	259 210	2 597	268 611	---
Rocky Mt. News (S)	75 259	578	75 662	1 441
Post (M)	178 658	9 883	174 090	5 353
Post (S)	91 411	1 271	92 975	2 769
Grand Total	604 538	14 329	611 338	9 563

DETROIT, MI				
Free Press (M)	94 396	50 095	93 399	27 616
Free Press (S)	45 265	17 391	34 256	20 901
News (AD)	167 973	42 587	142 078	38 563
News (S)	82 304	20 869	76 525	18 345
Grand Total	389 938	130 942	346 258	105 425

ESCONDIDO, CA				
Times-Advocate (E)	102 077	1 371	---	---
Times-Advocate (S)	37 026	---	---	---
Grand Total	139 103	1 371	---	---

NOTE: 1985 figures not available

FORT LAUDERDALE, FL				
News & Sun-Sentinel (S)	80 852	---	84 493	---
Sun-Sentinel (M)	252 612	---	243 798	---
Grand Total	333 464	---	328 291	---

NOTE: Part run figures not available. Morning figures include the Saturday Edition

FORT WAYNE, IN				
Journal Gazette (M)	76 167	---	76 804	---
Journal Gazette (S)	54 772	---	51 453	---
News Sentinel (E)	83 365	---	87 692	---
Grand Total	214 304	---	215 949	---

NOTE: Part run figures not available

GREENWICH/STAMFORD, CT				
Time (E)	66 606	933	66 734	---
Time (S)	41 196	---	33 124	---
Advocate (E)	89 561	11 066	84 616	163
Advocate (S)	39 985	---	38 258	---
Grand Total	237 328	11 999	220 732	163

HARTFORD, CT				
Courant (M)	134 219	37 747	116 565	29 440
Courant (S)	62 306	97 558	68 365	96 958
Grand Total	196 525	135 405	184 930	126 398

HONOLULU, HI				
Advertiser (M)	120 898	---	119 903	---
Star-Bulletin (E)	118 738	---	115 204	---
Star-Bulletin & Advertiser (S)	56 455	---	66 445	---
Grand Total	306 091	---	301 552	---

HOUSTON, TX				
Chronicle (AD)	221 014	42 191	265 036	31 661
Chronicle (R)	95 959	13 617	107 104	18 990
Post (M)	157 188	23 166	163 287	31 321
Post (S)	60 940	13 624	60 996	16 524
Grand Total	535 101	92 598	596 423	98 496

LONG BEACH, CA				
Press Telegram (M)	118 781	40 007	89 677	---
Press Telegram (S)	43 929	2 064	42 159	---
Grand Total	162 710	42 071	131 836	---

NOTE: 1985 Part run figures not available

LONG ISLAND, NY				
Newsday (E)	122 322	92 676	162 288	38 969
Newsday (S)	67 088	62 591	75 124	48 594
Grand Total	189 410	155 267	237 412	87 563

LOS ANGELES, CA				
Times (M)	276 459	264 582	263 729	262 806
Times (S)	136 229	83 278	145 208	88 377
Herald-Examiner (M)	58 933	7 023	62 285	12 972
Herald-Examiner (S)	14 987	7 945	11 640	4 466
Grand Total	486 608	362 828	482 862	368 621

LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	195 208	35 960	168 684	36 371
News (S)	71 021	160	66 559	2 906
Grand Total	266 229	40 120	235 243	39 277

*LOS ANGELES/TORRANCE, CA				
Breeze (E & S)	194 211	---	190 624	---
Grand Total	194 211	---	190 624	---

NOTE: Figures supplied by publisher to Media Records

*LOUISVILLE, KY				
Courier Journal (M)	91 477	40 762	91 835	37 429
Courier Journal (S)	53 918	45 012	54 962	42 436
Times (E)	86 472	73 944	86 837	59 472
Grand Total	231 867	159 718	233 634	139 337

NOTE: Figures supplied by publisher to Media Records

*MEMPHIS, TN				
Commercial Appeal (M)	122 475	89 301	118 971	70 479
Commercial Appeal (S)	66 488	5 567	62 989	8 302
Grand Total	188 963	94 868	181 960	78 781

NOTE: Figures supplied by publisher to Media Records

MIAMI, FL				
Herald (M)	146 203	---	139 936	---
Herald (S)	67 034	---	72 283	---
News (E)	57 978	---	57 296	---
Grand Total	271 215	---	269 515	---

NOTE: Part run figures not available

MINNEAPOLIS, MN				
Star & Tribune (AD)	104 991	24 761	97 743	19 802
Star & Tribune (S)	104 675	5 269	106 827	1 258
Star & Tribune (Sat)	21 763	---	20 087	---
Grand Total	231 429	30 030	224 637	21 060

*NASHVILLE, TN				
Banner (E)	108 346	---	109 023	---
Tennessean (M)	107 943	---	106 013	---
Tennessean (S)	67 627	---	71 029	---
Grand Total	283 916	---	286 065	---

NOTE: Figures supplied by publisher to Media Records

NEW BRUNSWICK, NJ				
Home News (E)	83 460	358	79 680	493
Home News (S)	49 026	5 834	52 519	1 039
Grand Total	132 486	6 192	132 199	1 532

NEW YORK, NY				
Times (M)	146 171	15 891	123 922	15 197
Times (S)	139 757	59 149	133 615	57 171
News (M)	56 903	82 390	50 898	97 015
News (S)	29 859	47 947	27 620	51 728
Post (AD)	57 185	2 286	52 224	1 360
Grand Total	429 875	206 663	388 279	222 471

NEWARK, NJ				
Star Ledger (M)	197 616	4 490	187 247	5 764
Star Ledger (S)	135 836	10 916	128 017	12 703
Grand Total	333 452	15 406	315 264	18 467

OAKLAND, CA				
Tribune (M)	82 362	81 812	84 910	63 494
Tribune (S)	33 275	23 531	36 530	24 704
Grand Total	115 637	105 343	121 440	88 198

OCEANSIDE, CA				
Blade-Tribune (E)	107 123	3 444	86 760	6 212
Blade-Tribune (S)	37 874	---	36 397	658
Grand Total	144 997	3 444	123 157	6 870

NOTE: Blade-Tribune Evening published five days a week only

ORANGE COUNTY, CA				
Register (AD)	310 966	96 124	291 686	88 721
Register (S)	106 935	5 983	110 031	3 187
Grand Total	417 901	102 107	401 717	91 908

PHILADELPHIA, PA				
Inquirer (M)	133 357	33 596	133 183	37 262
Inquirer (S)	96 565	25 308	101 838	20 593
News (E)	68 854	1 531	68 603	1 447
Grand Total	298 776	60 435	303 624	59 302

*PHOENIX, AZ				
Arizona Republic (M)	216 666	5 229	211 874	7 653
Arizona Republic (S)	121 143	---	121 706	---
Gazette (E)	209 158	5 395	203 065	7 940
Grand Total	547 167	10 624	536 645	15 593

NOTE: Figures supplied by publisher to Media Records

*RIVERSIDE, CA				
Press Enterprise (M & S)	245 384	16 540	225 680	14 760
Grand Total	245 384	16 540	225 680	14 760

NOTE: Figures supplied by publisher to Media Records

*ST. LOUIS, MO				
Post Dispatch (M)	102 542	32 498	85 308	31 240
Post Dispatch (S)	92 237	---	88 082	---
Grand Total	194 779	32 498	173 390	31 240

NOTE: Figures supplied by publisher to Media Records

ST. PAUL, MN
